

— EXHIBIT 10 —

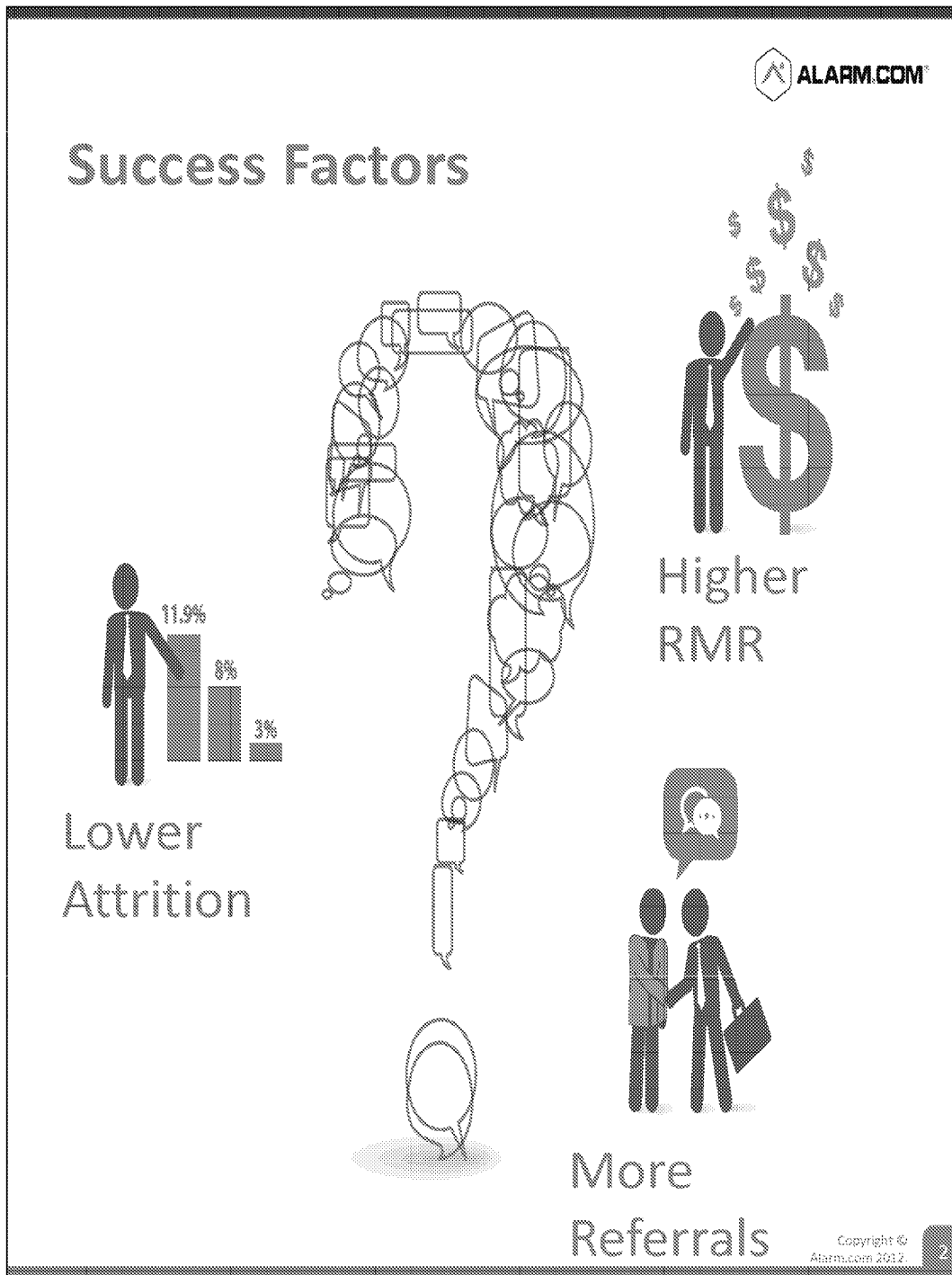


Dealer Sales and Marketing Programs

CUSTOMER LIFECYCLE

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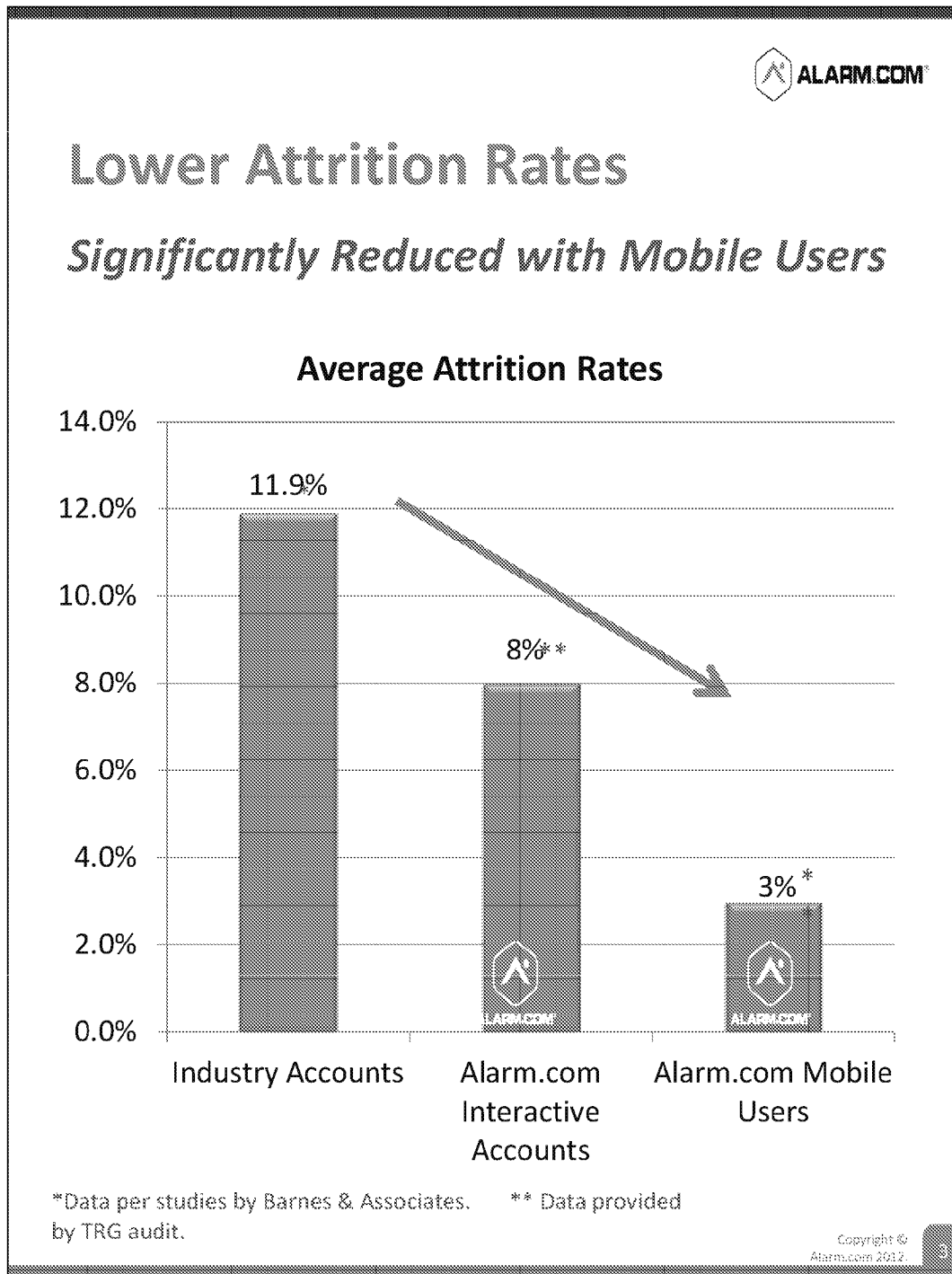
1



What's possible if

We execute on a sales plan that leverages cutting edge technology, addresses what your consumers see on TV, and move quickly with a clear and concise game plan Together.

What happens then?



So lets talk about what matter to you.

Here are some stats on attrition.

General Industry attrite rate is 12%

With Alarm.com;

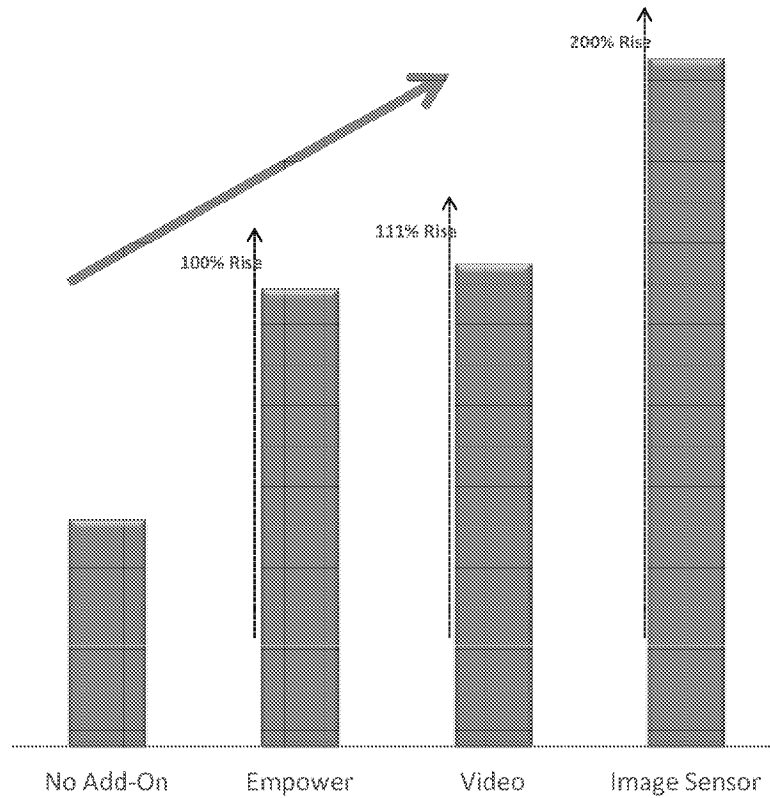
Interactive accounts drop to 8%

If they use their mobile phone it drops to 3%



Higher RMR

User Activity Rises with Advanced Features



% Of Customers Engaging Every-Other-Day or More (Sending Commands, Receiving Notifications, Logging In)

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4



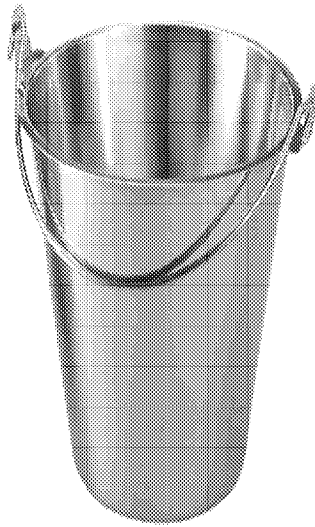
One app is better than 20 apps.

And keep in mind, you get more referrals when they engage with your app. (ex. Image Sensor pictures)

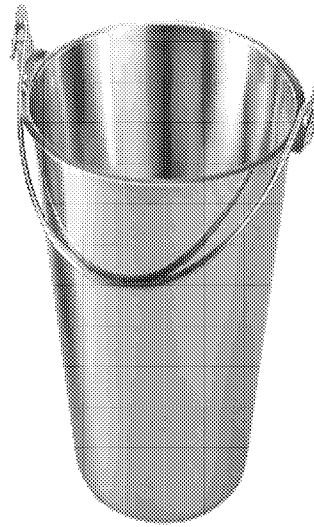


Current Process

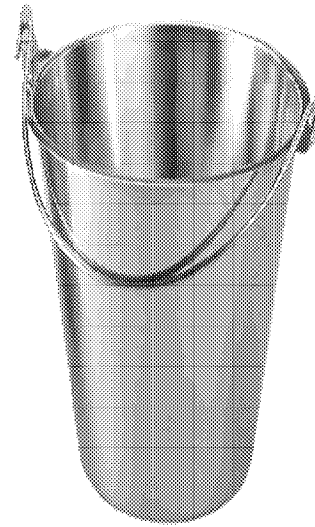
Sales Tools for all Sales Methods



Call Center



Door Knocking



DIY



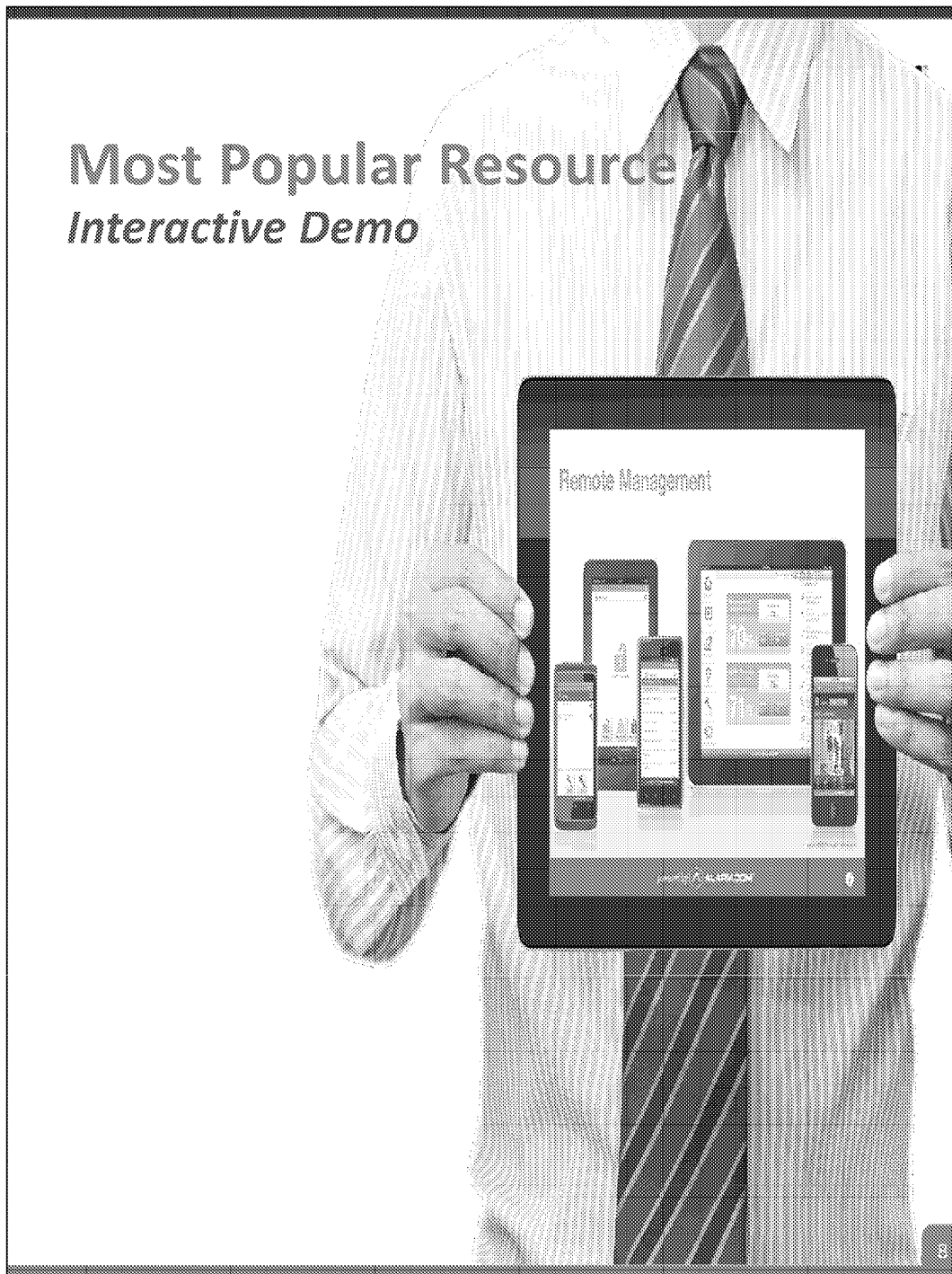
Customer Lifecycle Support *Dealer Resource Guide*

- Getting Started
- Solution Review
- Selling Connected Home Services
- Call Scripts
- Email Templates
- Rebuttals
- Promotions
- Customer Experiences
- Sales Tools



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(Available on iPhone and iPad)

Remote Management









Remote Management







Customer Lifecycle - Consultation Sales Cheat Sheet

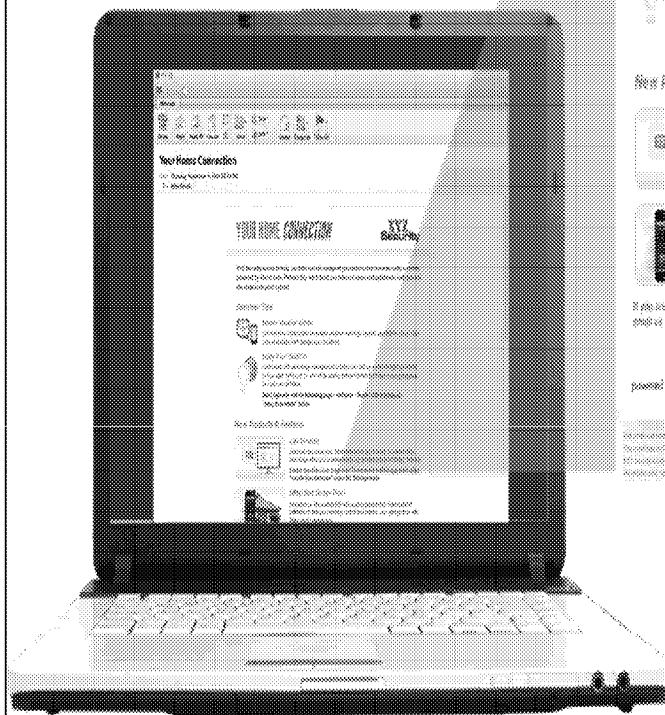
ALARM.COM		
Sales Cheat Sheet		
SALES POINT	THINK	LEARN THE REAL THOUGHTS
Get the Details The customer	What does the customer want to know about the product? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Address the Concerns The customer	What are the customer's concerns? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Build the Relationship The customer	How can I build a relationship with the customer? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Present the Solution The customer	What is the solution to the customer's problem? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Close the Sale The customer	How can I close the sale? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Follow Up The customer	How can I follow up with the customer? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Build the Relationship The customer	How can I build a relationship with the customer? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Present the Solution The customer	What is the solution to the customer's problem? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
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Build the Relationship The customer	How can I build a relationship with the customer? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
Present the Solution The customer	What is the solution to the customer's problem? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?
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Follow Up The customer	How can I follow up with the customer? Do they have any questions? Do they have any concerns?	What do they want to know about the product? Do they have any questions? Do they have any concerns?



Customer Lifecycle - Engagement

Alarm.com Customer Connection

- Welcome Series
- Solution Engagement
- Product Upsell
- Customer Loyalty



YOUR HOME CONNECTION

XYZ Security

XYZ Security wants to help you take full advantage of your interactive home security solution, powered by Alarm.com. Periodically, we'll send you relevant content and updates to help you get the most from your system.

Summer Tips

Secure Your Home
Get real-time notifications on events that'll help you manage your home so you can stay protected from dangerous conditions.

Enjoy Your Vacation
Customers with an energy management solution can set up automatic light schedules so that your lights turn on and off at night, helping you save energy and keep your home secure.

Just Log in and visit the following page: [enPower](#) - [Rules](#) - [Add a Schedule](#) - ["Away from Home" applet](#)

New Products & Features

Go-Service
Automatically save your thermostat when you're away, so you can relax and enjoy your vacation without worrying about your home's energy costs.

Enable Go-Service Log in to [Alarm.com](#) mobile app, then select "enable Go-Service" under the Settings menu.

Integrated Garage Doors
As an owner, you'll want to make sure your garage door is always open when you're away. Now, you can control your garage door with the Alarm.com mobile app.

If you are interested in learning more about how to take advantage of these new products and services, email us at support@alarm.com or call us at 800.555.5555.

powered by **ALARM.COM**

[Facebook](#)
[Twitter](#)
[LinkedIn](#)
[YouTube](#)

Alarm.com is a leading provider of home security solutions.
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XYZ Security

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Continued Engagement

Annual Check-in

- Review all new add-on features (free and fee based)
- Update all signs and decals
- Remind customers of homeowners insurance discount
- Have at least 5 emergency contacts for notifications
- Inquire about home and business solutions
- Ask for referrals - \$100 (hand deliver to get more!)



Continued Engagement

Call Script for Check-in

Hi, this is Shawn from XYZ, Inc. I am calling to follow-up on the security system we installed in your home last year. I would like to spend 30 minutes with you on the phone to;

- Review a few key “Free” features that have been added to your system such as...
- Give you a few free tips for your system that you may consider
- Get a status of your system and make sure you are happy with it.

Can I schedule 30 minutes with you later this week?

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1
2

Have a recorded script that is recorded.

Also, have you notified your insurance company that you have our system in place to receive an insurance discount?
Is there anyone else you know that may be interested in our services? We do offer a \$100 referral fee.

Hi _____. I am calling about your security and automation system we installed last year. My name is _____ with XYZ Security. We check-in once a year to give you an update on all the new features that have been

updated on your system free of charge. I typically cover this in 20 minutes and happy to give you a quick overview along with some useful tips. Is now a good time to chat? If no; When would be a good time for me to follow-up with you? If yes, then.

Great, let me start off by asking you a couple questions.

Are you happy with our system?

Anything we can improve on?

What are your favorite notifications?

Excellent. Well, let me walk you through a couple new features that many of clients are not taking advantage of that is not available in any other system.



Continued Engagement

Email Template for Check-in

Hi, this is Shawn from XYZ, Inc. I am following-up on the security system we installed in your home last year. I would like to spend 30 minutes with you on the phone to;

- Review a few key “Free” features that have been added to your system such as...
- Give you a few free tips for your system
-



Training – Ongoing Options

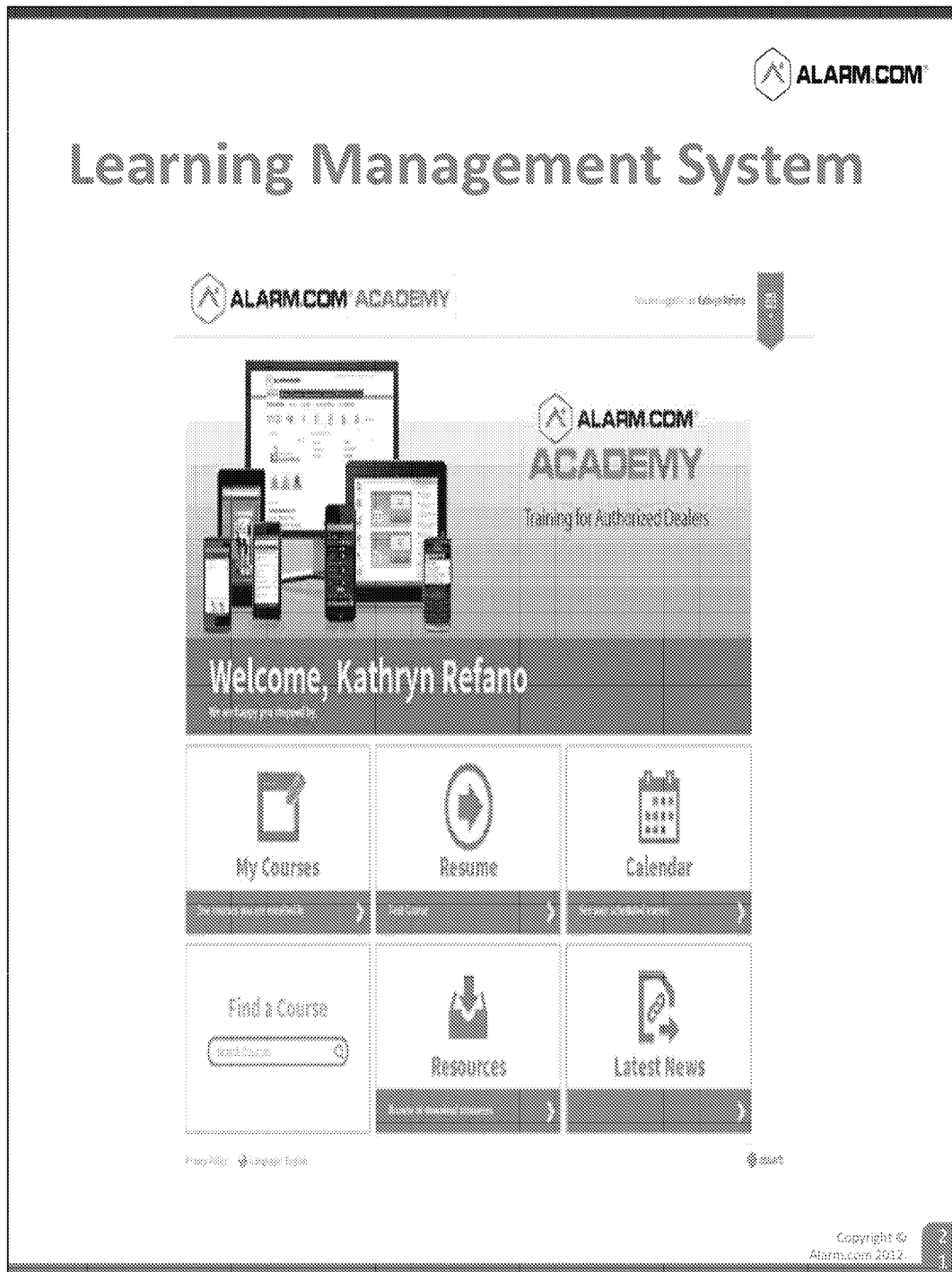


- Alarm.com Academy
 - Monthly classroom training at Alarm.com HQ
 - Covers key Alarm.com services, market trends, sales tools and more
- Additional Training Opportunities
 - Sales and technical training onsite
 - Online video tutorials
 - Live webinars
 - Distribution training centers
- Online Training and Certification
 - Targeted, comprehensive distributed training launching in late 2013

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2
0

Custom Sales Training
Custom Technical Training
Online training modules
Online video tutorials
Support Documents
Live webinars



Integrated Marketing Services



Alarm.com
Integrated Marketing

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A platform of services designed to help support the growth of your business
Driving more customers, and customer that are more engaged with your business



Appendix: Customer Lifecycle

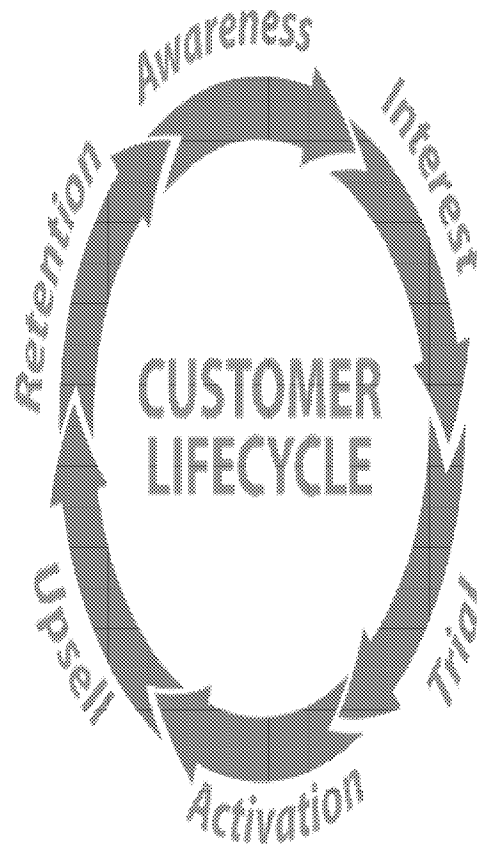
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2
3

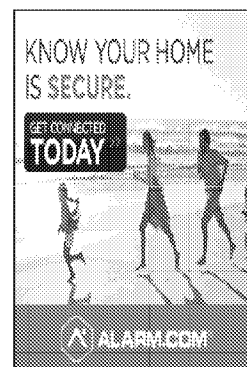
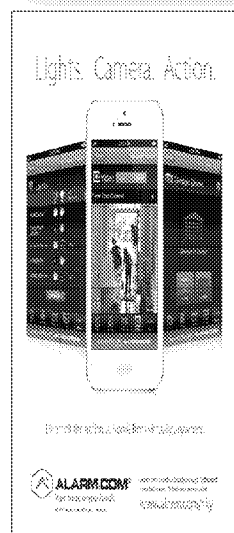
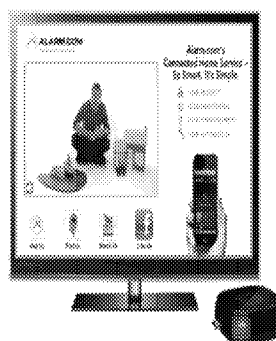
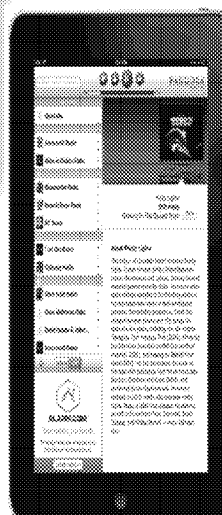


The Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- Upsell
- Retention



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Aware





Alarm.com Commercial



So Smart, It's Simple - Real Time Alerts

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2
6

So smart, its
simple.

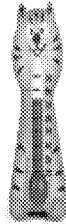
Digital - Overview



Lock your front door.



Adjust your thermostat.



Turn off your lights.



All with the
touch of
one button.



Home
Automation
so smart,
it's simple.



ALARM.COM

Your home in your hands.

LEARN MORE

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So smart, its
simple.

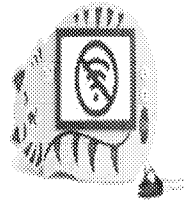
Digital – Dedicated
Connection



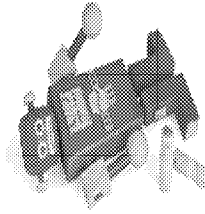
Cut phone line.



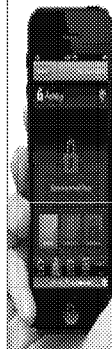
Broadband down.



Power outage.



Alarm.com's
Dedicated Connection
prevents security
system interruptions.



Home Security
so smart,
it's simple.




ALARM.COM

Your home in your hands.


LEARN MORE

Alarm.com 2012

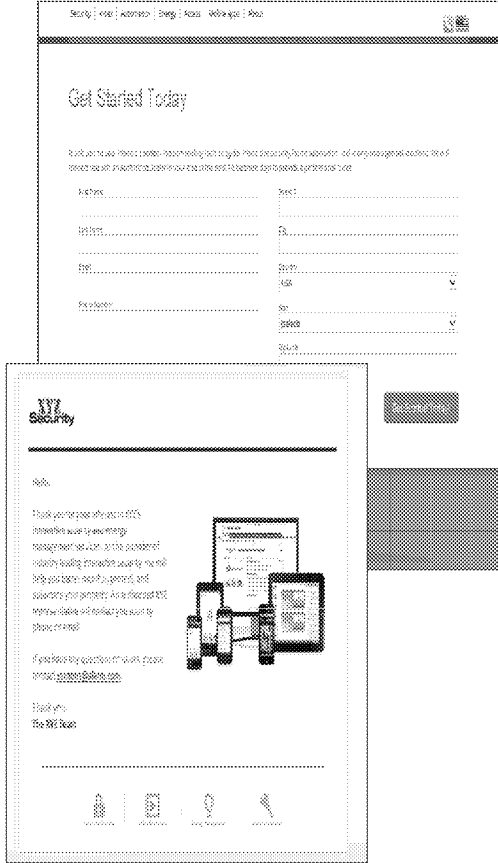


Awareness – Partner Opportunities

Co-branded Website



With Lead Capture



Awareness
Interest
Trial
Activation
Upsell
Retention

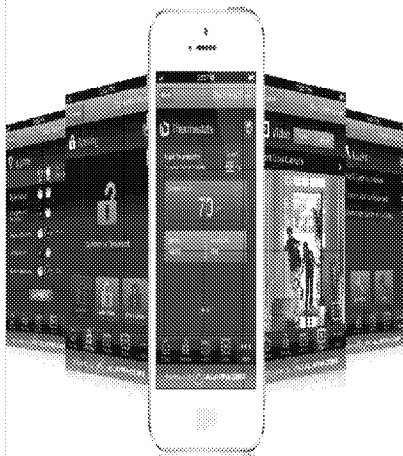
2
9

Link out if Jay isn't already



Co-Branded Advertising & Mailings

Smarter Energy
at your fingertips.



Alarm.com services are available only through

XYZ Security

Alarm.com is a leading security services provider that provides a wide range of services including intrusion detection, video monitoring, energy management, and smart automation. Our services are available only through Alarm.com.

1-800-123-4567

www.xyzsecurity.com

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Contact us today to get
a no-risk professional
security system evaluation!

Alarm.com services provided locally by

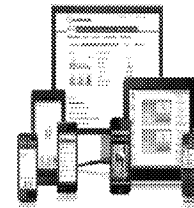
XYZ Security

www.xyzsecurity.com

1-800-555-5555

1-800-123-4567

powered by **ALARM.COM**



Get the Best
Interactive Solution
for Your Home!



- Forget how what's happening in your property when you're just a small notification away.
- Easy access to app for nearly any mobile device to keep you connected to your home.
- See what's happening with video monitoring and image capture inside your home.
- Automate your home with integrated lights, locks, and garage door control.
- Manage your energy consumption and scheduling control your smart thermostat.



Print Ads

New Postcards

Aware
ness

Interest

Trial

Activation

Upsell

Retention

3
0

 **ALARM.COM**

Canvassing Tools






**XYZ
Security**



Smarter Security


Instant
Alarm


Total
Security


Easy
Intelligence


Total
Integration

powered by  **ALARM.COM**

Aware	Interact	Trial	Activati	Upsell	Reactiv	3
ness						1

Rich or Kelly from Associated Alarms here?

 **ALARM.COM**

Event Kit

- Co-branded signs, tableskirts, videos and collateral at your fingertips















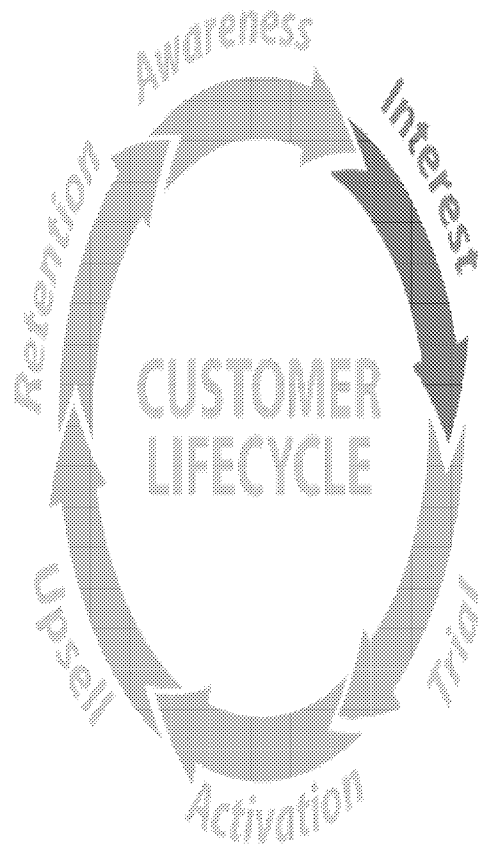
Aware	Interest	Trial	Activation	Upsell	Retention	
1	2	3	4	5	6	7

Update table skirt



Customer Lifecycle

- Awareness
- **Interest**
- Trial
- Activation
- Upsell
- Retention



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3
3



Be Online

Potential customers are looking for you online

Have a solid web presence

Social Media:

- ✓ Be Present
- ✓ Pay attention
- ✓ Promote Success
- ✓ Leverage Content



Aware	Interes	trial	Activati	upself	Reputi	3
4	4	4	4	4	4	4



Customer Lead Service


- High quality, cost effective leads
- Differential bidding – get the leads you want
- Pause anytime
- Spending controls
- Unique promotions

The image displays the ALARM.COM website and mobile app interface. The website features a navigation bar with links for Products & Services, Home & Business, Other Us, Partners, and Get Started. The main content area is titled "Get Started with Alarm.com!" and includes a "Find a Dealer, Find a Job" button. The mobile app interface shows a "Get Started" screen with a "Find an Authorized Dealer" button and a "Find a Dealer, Find a Job" button. Below the app interface, there is a section for "Enter 2 or More Cities" with a "Find a Dealer, Find a Job" button. At the bottom, there is a navigation bar with tabs for Aware, Interests, Trial, Privacy, Upsell, and Retain, with a "3" and "5" next to the Retain tab.

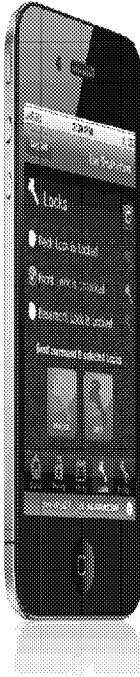


Lead Capture Page

- Fast set-up
- Instantly integrate into your website
- Leads only go to you
- Update anytime
- No cost to you



Get tools for today's
Smart Home Owner



Interactive Security
Make sure your home is protected when you're away with dedicated wireless security and remote arming on command.

Energy Management
Use the power to turn the lights on or off and adjust the thermostat in the palm of your hand.

Lock Control
Don't forget a cylinder! The new utility of your house. Lock and unlock doors or track the status of the door with a button.

Video Monitoring
Watch live or video feed from your home or see recorded clips of any motion or activity that happens while you're away.

Status Updates
Get text updates and alerts from your home while you're on the road so you know what's going on back at the house.

For more information:

First Name:

Last Name:

Email:

Phone:

Address:

City:


State: Zip:

Comments:

Do you currently have a security system? ☐ Yes ☐ No

XYZ Security | www.XYZsecurity.com | 888-222-7232 | [Contact Us](#)

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Video Content













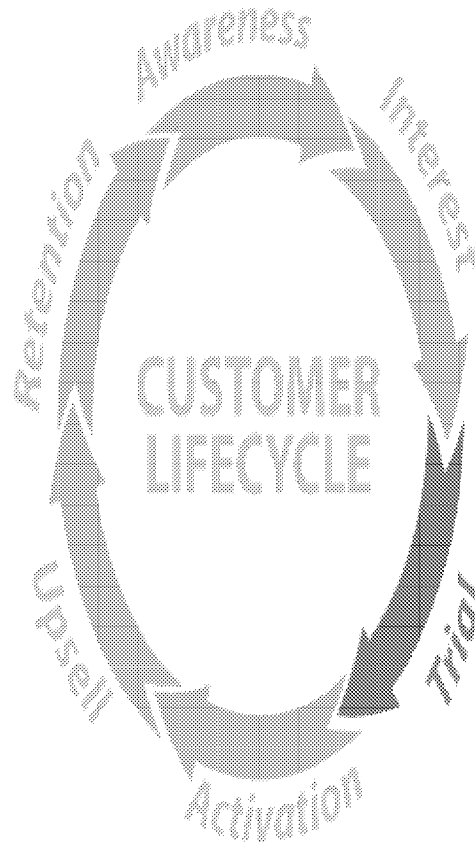
Aware	Interes	Trial	Activati	Upsell	Retenti	3
						7

Add additional videos - Click to show co-branded versions of 1 or 2 that Jay doesn't show



Customer Lifecycle

- Awareness
- Interest
- **Trial**
- Activation
- Upsell
- Retention



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3
2



Point of Sale Tools

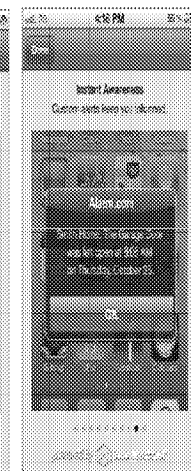
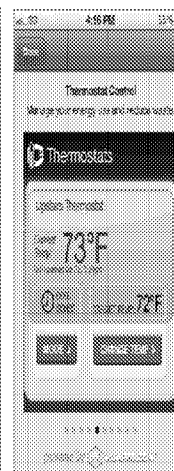
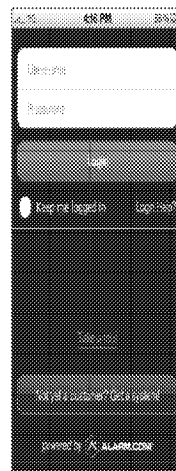
- Take-a-Tour app feature
- Co-brandable interactive demo
- Flipbooks
- Demo accounts
- Rich service packages



Interactive Security

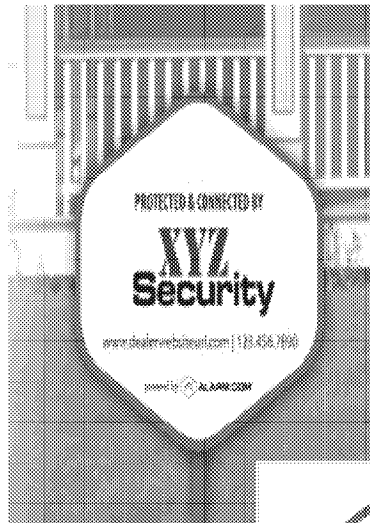
- Constant Connection via Reliable Wireless Networks
- Proven Patented Cross & Smash Protection
- Wireless Two-Way Voice Service
- Full Suite of Mobile Apps
- Severe Weather Alerts
- Geo-Services
- Image Sensor

powered by ALARM.COM

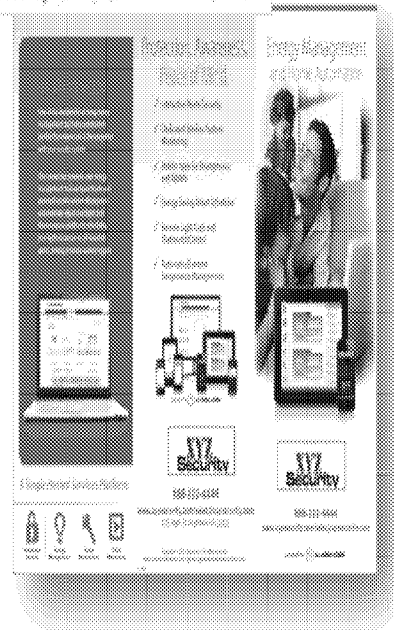
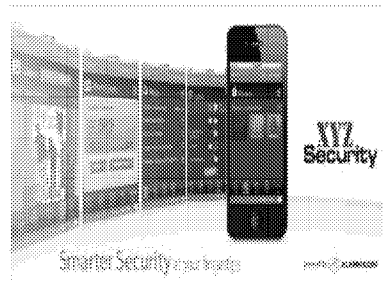
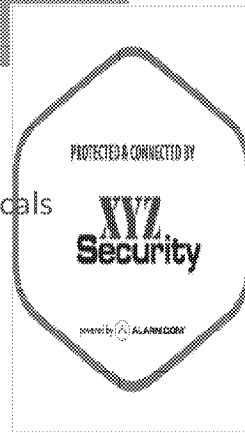




Co-brandable Collateral



Yard Signs & Decals



Flyers & Brochures

Aware	Interest	Trial	Activation	Upsell	Retention	4
0	0	0	0	0	0	0



Image Library: Enhance Your Marketing

Anytime access to print or web quality images

ALARM.COM

powered by ALARM.COM

ALARM.COM[®]
AUTHORIZED DEALER

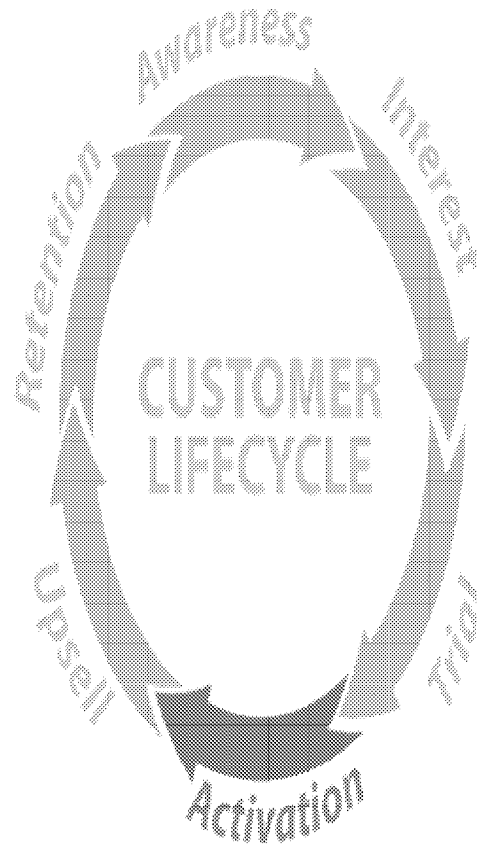
Contact
DealerMarketing@alarm.com
 anytime with questions

Aware	Interact	Trial	Activate	Upgrade	Reinstall	4
1	1	1	1	1	1	1



Customer Lifecycle

- Awareness
- Interest
- Trial
- **Activation**
- Upsell
- Retention



Logging in for the First Time

- # Get the App


What's New and Improved
 • Improved the user interface of the app to make it more user-friendly

Android
 • Improved the app's performance on Android devices

iOS/iPad/iPhone 1
 • Improved the app's performance on iOS devices

Barcode
 • Added a new barcode scanner feature

Mobile Reader
 • Added a new mobile reader feature




Getting Started with the ALACORP App

The ALACORP app is a powerful tool that allows you to manage your business operations on the go. It is designed to be easy to use and provides a wide range of features to help you manage your business more effectively.


Security Features

- 256-bit encryption for all data
 - Secure login and password protection
 - Data backup and recovery options
 - Remote wipe capability




User & Device Management

- Add and remove users
 - Assign roles and permissions
 - Manage device settings



Get Started with the ALACORP App

- Download the app from the App Store or Google Play
 - Create a new account or log in
 - Set up your business profile



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Customer Connection – Activation Campaign

- Email new customers every time
- Get them setup and engaged right away
- Drip campaign to help them in the first month
- Establish immediate connection with new customers

YOUR NEW SECURITY SOLUTION
XYZ Security

Dear John,

Congratulations on your new XYZ Security system, powered by Alarm.com! Now you have the ability to control, monitor and automate your home no matter where you are.

We want to ensure you get the most out of your security solution. Below are the first steps you should take toward customizing your system:

1

Download the Alarm.com mobile app
Access and control your system from anywhere, so you never have to wonder what's going on at home. Available on iPhone, iPad, Android, BlackBerry or Windows Phone.

2

Add up additional contacts
Grant family or friends access to your home, ensuring that everyone receives the most relevant notifications. [Login here](#) to add contacts.

3

Set up personalized notifications
Stay aware of what's happening in your home with customized alerts and notifications. [Create notifications here.](#)

XYZ Security wants to help you take full advantage of your connected home solution. We'll provide you with tips to personalize your system so it fits your lifestyle and offers you even better security. We'll also share our latest product and feature updates, so you always get the most out of your system.

Please email us at ac.support@xyzsecurity.com or call us at 888-888-8888 if you have any questions.

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XYZ Security Inc. 12345 Main St. Suite 100
New York, NY 10001 USA

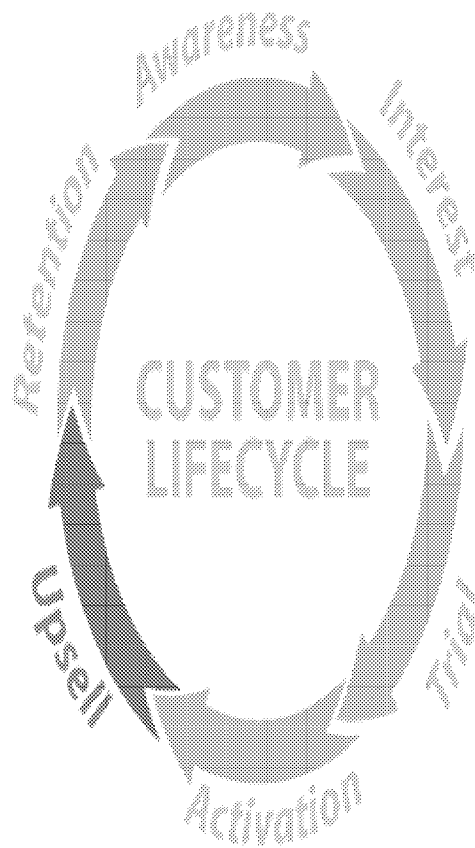
XYZ Security

Aware	Interest	Initial	Activati	Upsell	Retention	4
1	2	3	4	5	6	4



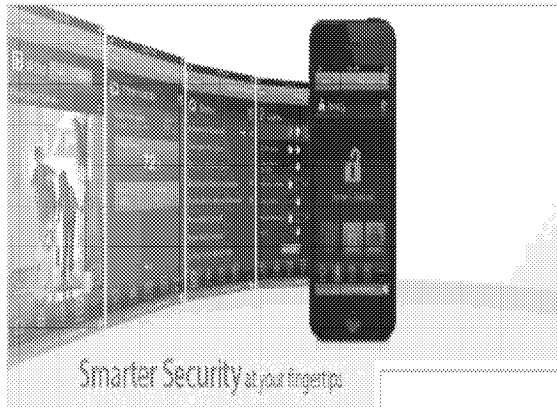
Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- **Upsell**
- Retention





Billing Inserts



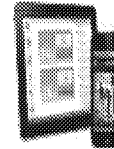
Smarter Security at your fingertips

- Keep Current Customers
- Create Awareness for new services
- Drive Upsell and increase RMR

Contact us today to see how easy it is to take advantage of all these great services!

Alarm.com is a revolutionary whole-home solution that enables you to always know what's happening at home. With alert notifications and state-of-the-art services like video monitoring, interactive security, thermostat adjustment and customized light control, you'll have confidence knowing that the people and things you love will stay safe.

- Dedicated wireless connection – no broadband or phone line required
- Visual verification with breakthrough Image Sensor
- Patented Crash & Smash Protection
- Remote control of lights, locks and thermostats
- Indoor and outdoor HD video cameras
- Full suite of free mobile apps
- Seamless integration of all services
- Garage door remote control and automation



powered by ALARM.COM

*Readability not guaranteed on some Kiosks and screens

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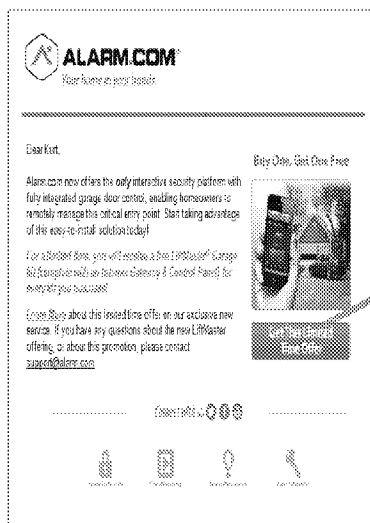
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Promotions – Garage Door Offer

- Limited Time Offer: Buy 1 LiftMaster Kit, Get a 2nd FREE
- Exclusive offering to help your business stand out
- Available NOW – order via dealer website



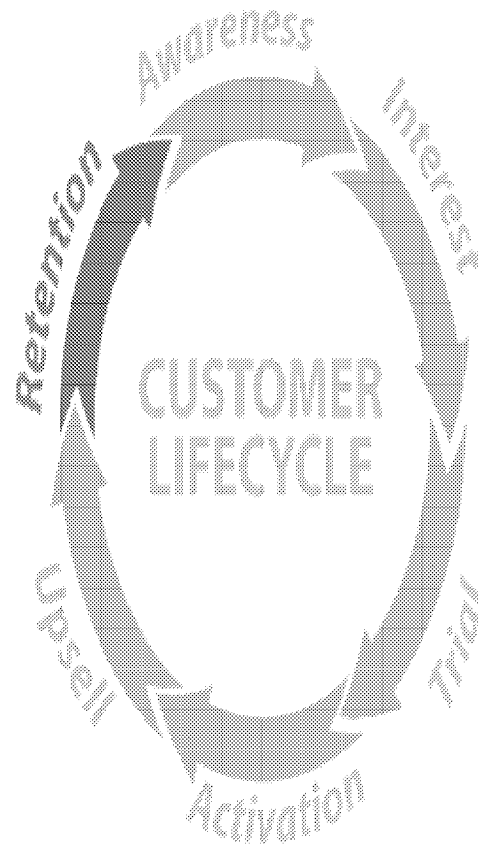
Questions? Email: DealerMarketing@alarm.com

Aware	Interest	Trial	Activation	Upsell	Retention	4
						7



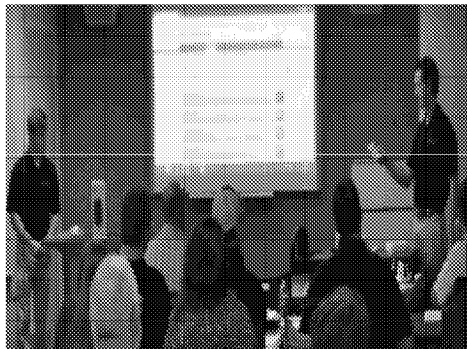
Customer Lifecycle

- Awareness
- Interest
- Trial
- Activation
- Upsell
- **Retention**





- 2 day in depth training sessions
- Hosted at Alarm.com HQ
- CEU Credit Classes
- *No cost* to attend
- Ideal for Sales and “train the trainer”
- Excellent feedback from attendees



JUNE 2013 AGENDA	
Tuesday, June 25	
11:00-12:15	Customer Experience Overview
12:15-1:00	Welcome Lunch & Program Overview
1:00-2:30	State of the Market & How Alarm.com Can Help You Respond
2:30-2:45	Break
2:45-3:00	Alarm.com Partner Website Overview
3:30-4:15	Product Training - emPower
4:15-4:30	Break
4:30-5:15	Product Training - Image Sensor
5:15-6:15	Alarm.com Hosted Happy Hour
6:30-8:30	Alarm.com Hosted Dinner
Wednesday, June 26	
7:30-8:00	Breakfast & Product Training - Video
8:00-8:30	Commercial Services Overview
8:30-8:45	Break
8:45-9:15	Hands-On with Alarm.com Equipment
9:15-10:15	Boost RMR with New Selling Tools
10:15-11:00	What's Next in Alarm.com Products and Services
11:00	Lunch & Wrap Up

Email: Academy@alarm.com for more information

Aware	Interest	Trial	Activation	Upsell	Retention	4
						9

ALARM.COM

New Alarm.com Academy Online

ALARM.COM ACADEMY

Training for Authorized Dealers

Welcome, Jay Kenny

We are happy you stopped by

My Courses
See courses you are enrolled in >

Resume
ADC Pattern Touch >

Calendar
See your scheduled events >

Find a Course
Search Courses

Resources
System Installation >

Latest News

Aware Interest Trial Activation Upsell Retention 5/6

Training – 570 - 420 at ISC; 150 at ADC

Certification & Online Learning System coming



New Product Features

- Marketing tools to support the latest offerings
- Image Sensor, Garage door connectivity, Lutron lighting
- Brochures, videos, training material, promotions

ALARM.COM **LiftMaster**

Enhance Your Offering with Alarm.com and LiftMaster

From smart home automation to security, Alarm.com and LiftMaster offer the most powerful combination of products and services to protect your home.

For customers too:

- Choose your own package
- Receive your own package
- Choose your own package
- Choose your own package

Buy One Get One FREE!

Limited Time Only!

Get your LiftMaster garage door opener and Alarm.com security system for FREE!

How it Works:

1. Install the LiftMaster garage door opener.

2. Connect the LiftMaster garage door opener to the Alarm.com security system.

3. Receive alerts and control your garage door from the Alarm.com mobile app.

Alarm.com Products & Services:

- Security System
- Fire Alarm
- Medical Alert
- Home Automation
- Video Surveillance
- Environmental Monitoring
- Pet Monitoring
- Life Safety
- Business Security
- Commercial Security
- Industrial Security
- Marine Security
- Aircraft Security
- Yacht Security
- Boat Security
- RV Security
- Camper Security
- Motorhome Security
- Travel Trailer Security
- Fifth Wheel Security
- Horse Trailer Security
- Caravan Security
- Motorhome Security
- Travel Trailer Security
- Fifth Wheel Security
- Horse Trailer Security
- Caravan Security

For more information, contact your Alarm.com representative or visit www.alarm.com.

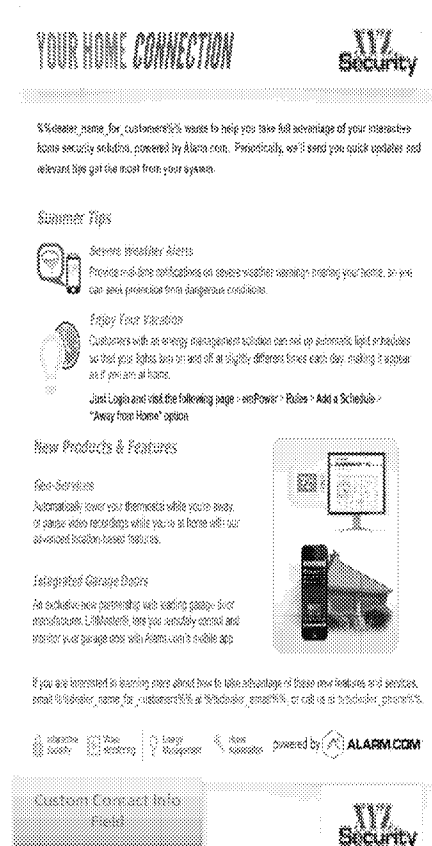
Aware	Interest	Final	Activation	Upsell	Retention	5
1	2	3	4	5	6	1



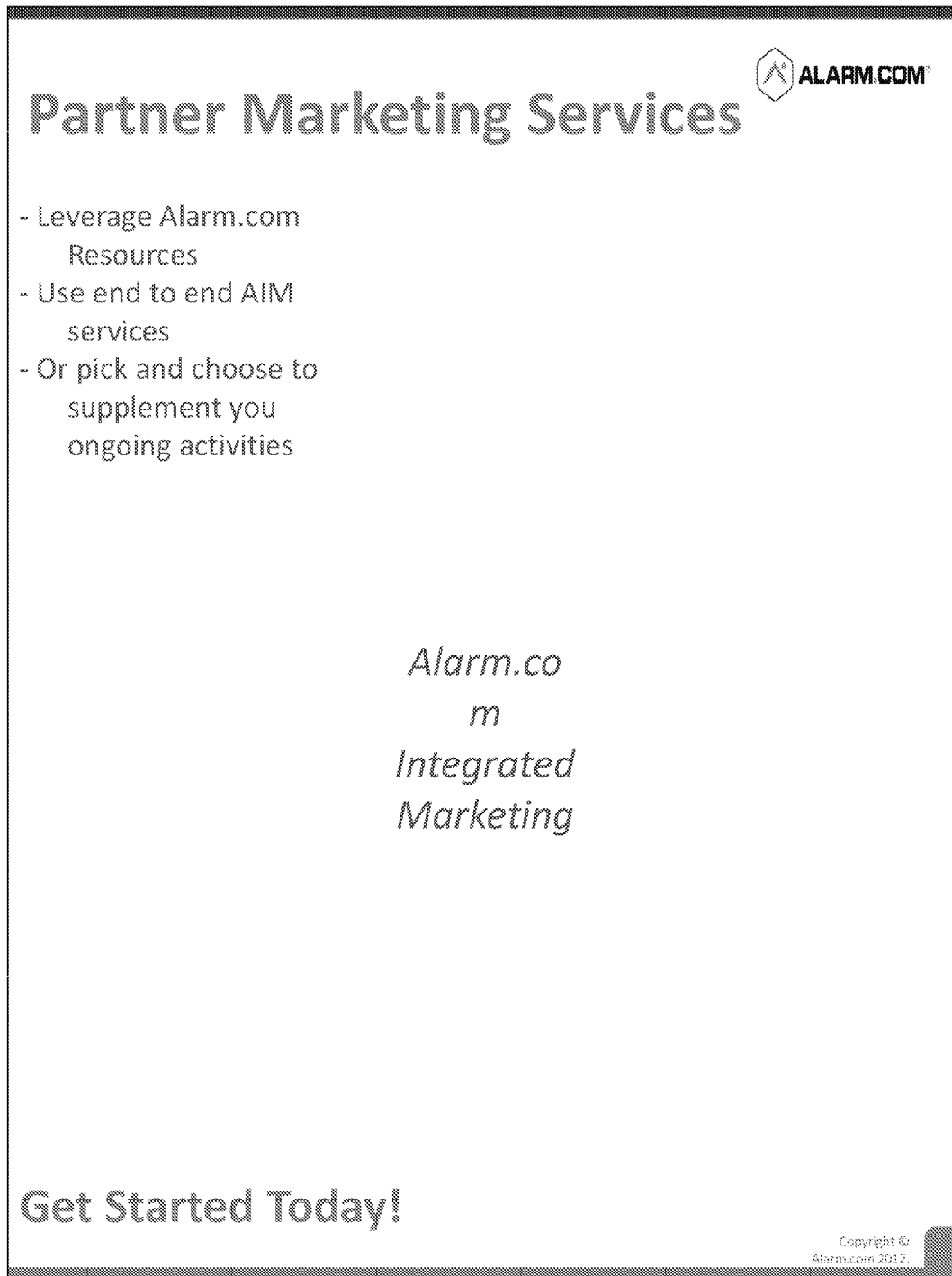
Customer Connections — Engagement

- Stay Connected
- Let customers know about new features
 - System gets better at no additional cost
- Quarterly Newsletter
 - Helpful tips and tricks
 - Stay in touch

Newsletter:



Aware	Interest	Initial	Activation	Upsell	Retention	5
1	2	3	4	5	6	2



The advertisement is enclosed in a black border. At the top right is the Alarm.com logo, which consists of a stylized 'A' inside a hexagon followed by the text 'ALARM.COM'. The main title 'Partner Marketing Services' is in a large, bold, sans-serif font. Below it is a bulleted list of three items. In the center, the words 'Alarm.com Integrated Marketing' are arranged in a circular pattern. At the bottom left is the phrase 'Get Started Today!'. At the bottom right, in small text, is 'Copyright © Alarm.com 2012...'.

Partner Marketing Services

- Leverage Alarm.com Resources
- Use end to end AIM services
- Or pick and choose to supplement you ongoing activities

*Alarm.com
Integrated
Marketing*

Get Started Today!

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Awareness

MDF, Co-advertising, Mass market advertising through print, online, TV, Interest

CLS, promotions, videos, trade show assets

MDF, Collateral, Websites, Social Content

Trial

Flipbooks, videos, brochures, interactive demos, training

Activation

Getting started guides, website tutorials, Customer Connection

Upsell

Customer Connection, brochures, videos, promotions

Retention

Customer Connection, training, promotions

Key Programs:

Premier Partner Program

Marketing Portal

Marketing Development Fund

Customer Lead Service

Academy

Events (ISC, ESX, Partner Summit)

Customer Connections

Co-Advertising



Dealers Benefit from Co-Branding

- Your brand is the primary brand
- Use Alarm.com as an ingredient brand
- Integrate “powered by” inclusion





Why Alarm.com?

- Leader in Interactive security and automation services with 2 million subscribers
- Optimized for both broadband and cellular communication platforms
- 14 years of platform development and regular releases of new features and services
- Profitable, well funded with strong cash flow and EBITDA
- Over 250 employees and 80 engineers
- Strong foundation in business intelligence and data mining
- Alarm.com has a proven track record of supporting high volume dealers and helping them succeed
- Creation costs are driven down by Alarm.com's automation efficiencies and product and service reliability
- Employee product interaction and satisfaction is key to successful product implementation
- Multiple cellular network providers offer the best chance for a successful install the first time

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Why Alarm.com?

- A low risk strategy
 - Minimal capital investment and straightforward IT integration effort to deploy services
 - No hidden costs or expenses
 - Can be easily integrated with and overlay existing monitoring options and quickly deployed
 - Leverages Alarm.com technical and engineering resources to minimize hiring of network and IT experts
 - In most cases, Alarm.com invests in meeting requirements of a prospective partner without NRE charges
 - Customer accounts are fungible; can grow through acquisition or exit business if necessary
- Ongoing ARPU and upsell opportunities
 - Flexible service packages and the ability to easily upsell subscriber services as customer needs change
 - Ongoing development and launch of new features that keep customers engaged and expand revenue sources



What You Can Do

- Take advantage of training
 - Product material in portal
 - Online webinars
 - Alarm.com Academy ONLINE!
- Communicate complete solution
 - Update materials
 - Differentiate on service
 - Join the conversation online
- Create customer connections
 - Installation = Activation
 - Take advantage of co-brandable materials
 - **Sign up for Customer Connections**



Updated Collateral

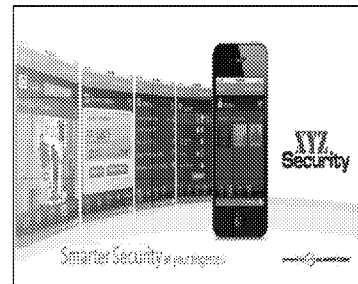


facebook

YouTube

twitter

Billing Insert



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What You Can Do

Lead capture page

- Update your website
 - Utilize the *Image Library*
 - Add the lead capture form
 - Link to the free website content

www.alarm.com/us/interactiveSecurity

- Integrate co-brand
 - Your brand is the primary brand
 - Alarm.com is an ingredient brand
 - Integrate “powered by” inclusion

powered by **ALARM.COM**



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What You Can Do

- Have Fun.
- Need to add Picture of ADC Team in MINN



Premier Partner Program Overview

Tier	Requirements	Benefits
BRONZE LEVEL	10 customers 2 interactive accts/mth 50% log-in rate	<ul style="list-style-type: none"> • Co-branded Interactive Services Website • Co-branded Video Content • MDF Funds - \$500 • Qualification for CLS with 5 interactive accounts per month • Free Alarm.com Collateral (up to 100 pieces)
SILVER LEVEL	100 customers 15 interactive accts/mth 50% log-in rate	<ul style="list-style-type: none"> • Co-branded Interactive Services Website • Co-branded Video Content • Co-branded Mobile App • MDF Funds - \$1,250 • Qualification for CLS • Free Alarm.com Collateral (up to 500 pieces)
GOLD LEVEL	1,000 customers 100 interactive accts/mth 50% log-in rate	<ul style="list-style-type: none"> • Co-branded Interactive Services Website • Co-branded Video Content • Co-branded Mobile App • MDF Funds - \$2,000 • Qualification for CLS • Free Alarm.com Collateral (up to 1,000 pieces)
		<ul style="list-style-type: none"> • Custom Consultation

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Program Benefits

BRONZE SILVER GOLD PLATINUM
LEVEL LEVEL LEVEL LEVEL

Unlimited Marketing Portal Access	✓	✓	✓	✓
Co-Branded Login Page	✓	✓	✓	✓
Alarm.com Branded Collateral	100	500	1000	2000
Marketing Development Funds	\$500	\$1,250	\$2,000	\$4,000
Customer Lead Service	Yes*	✓	✓	✓
Co-Branded Video Content		✓	✓	✓
Co-Branded Mobile App		✓	✓	✓
Custom Support			✓	✓

*Premier Partners must bring on 5 Interactive Accounts per Month to qualify for the CLS

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Marketing Development Fund Overview

MDF dollars are available for the purchase of co-branded marketing materials to eligible dealers

- 2013 Fund Levels
 - Bronze Level: \$500
 - Silver Level: \$1,250
 - Gold Level: \$2,000
 - Platinum Level: \$4,000



- Access MDF program
 - Permission based online

Marketing Portal
Implementation

- Adherence to Brand Requirements = APPROVED!
- Email DealerMarketing@alarm.com for more information

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Alarm.com 2012



CLS Overview

The Customer Lead Service generates high-quality customer leads and shares them with our eligible Premier Partners.

- **Qualification Criteria:**
 - ✓ Premier Program Partner (Bronze, Silver, Gold or Platinum)
 - ✓ Sell a minimum of 5 Interactive accounts per month
 - ✓ Offer all of Alarm.com's services
 - ✓ Meet Alarm.com Brand Guidelines
 - ✓ Adhere to Lead Handling Guidelines
- To participate in the CLS program, Premier Partners are required to attend a brief webinar
- Email Leads@alarm.com for more information